

S.N. 09/629,013

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Specification Amendments

Please replace the paragraph starting on page 1, line 28 with the following replacement paragraph.

*b1*

DoubleClick, Inc. provides various Internet advertising solutions. These solutions include providing advertising for ~~an~~ the ALTAVISTA™ Internet portal at ~~www.AltaVista.com~~. Advertising on a search results page may be targeted based upon a keyword in a search expression submitted to the ALTAVISTA™ Internet portal www.AltaVista.com.